

ISSUES INDEX (FINAL)

Table 1
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL		
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	995	489	506	112	162	134	173	170	244	274	307	414	408	587	231	294	228	242	525	470	995
WEIGHTED BASE	985	481	504	136	167	161	171	139	212	303	332	351	464	522	266	268	207	244	534	451	995
100%		49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	101%
Ageing population/ Social care for the elderly	17 2%	8 2%	10 2%	1 1%	2 1%	2 1%	- -	6 4% ^{fij}	6 3% ^f	3 1%	2 1%	11 3% ^{fj}	6 1%	11 2%	6 2%	3 1%	5 2%	3 1%	9 2%	8 2%	18 2%
AIDS	1 *	1 *	- -	- *	1 -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	1 *
Animal welfare	6 1%	- -	6 1% ^a	3 2% ^j	1 1%	- -	- -	- -	2 1%	4 1%	- -	2 *	4 1%	2 *	2 1%	- -	- -	4 2% ^m	2 *	4 1%	3 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	27 3%	17 3%	11 2%	1 1%	2 1%	3 2%	4 3%	5 4%	12 6% ^{cdi}	3 1%	7 2%	17 5% ⁱ	6 1%	21 4%	6 2%	9 3%	5 3%	7 3%	15 3%	12 3%	27 3%
Countryside/Rural life	2 *	2 *	- -	- -	- -	- -	2 1% ^k	- -	- -	- -	2 1%	- -	- -	2 *	1 1%	1 *	- -	- -	2 *	- -	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	26 3%	13 3%	14 3%	4 3%	3 2%	6 4%	7 4%	3 2%	4 2%	7 2%	13 4%	7 2%	13 3%	13 3%	2 1%	6 2%	10 5% ^{lp}	8 3%	8 2%	18 4% ^{lp}	28 3%
Defence/Foreign affairs/ International terrorism	45 5%	19 4%	26 5%	7 5%	6 4%	7 4%	6 3%	6 4%	14 7%	13 4%	13 4%	20 6%	20 4%	25 5%	17 6%	11 4%	5 2%	13 5%	28 5%	18 4%	45 5%
Drug abuse	11 1%	1 *	10 2% ^a	2 1%	2 1%	1 1%	2 1%	1 1%	2 1%	4 1%	3 1%	3 1%	5 1%	5 1%	2 1%	- -	3 1%	6 2% ^{mp}	2 *	9 2% ^{mp}	9 1%
Economy/Economic situation	143 14%	87 18% ^b	56 11%	21 15%	23 14%	30 19%	27 16%	15 11%	27 13%	44 15%	57 17%	42 12%	74 16%	69 13%	52 20% ^{oq}	40 15% ^o	29 14%	21 9%	92 17% ^{oq}	50 11%	134 13%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
Overlap formulae used.

Respondent type : GB Adults 18+
Fieldwork dates : 1st - 11th August 2014
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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UNWEIGHTED BASE	995	489	506	112	162	134	173	170	244	274	307	414	408	587	231	294	228	242	525	470	995
WEIGHTED BASE	985	481	504	136	167	161	171	139	212	303	332	351	464	522	266	268	207	244	534	451	995
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	101%
Education/Schools	20 2%	11 2%	9 2%	2 1%	7 4%hk	6 4%hk	2 1%	3 2%hk	-	8 3%h	9 3%h	3 1%	14 3%	6 1%	6 2%	9 4%nq	1 1%	3 1%	16 3%q	4 1%	20 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	15 2%	4 1%	11 2%	2 1%	4 2%	1 1%	3 2%	3 2%	3 1%	6 2%	4 1%	6 2%	7 1%	8 2%	7 3%	4 2%	3 1%	1 1%	11 2%	4 1%	15 2%
Inflation/Prices	30 3%	13 3%	18 4%	4 3%	6 4%	6 4%	7 4%	4 3%	3 2%	10 3%	13 4%	7 2%	16 4%	14 3%	3 1%	7 2%	9 5%lp	12 5%lp	9 2%	21 5%lp	32 3%
Local government/ Council tax	4 *	-	4 1%	1 1%	-	-	1 *	* 1%	2 1%	1 *	1 *	2 1%	1 *	3 1%	-	1 *	2 1%	1 *	1 *	3 1%	5 1%
Low pay/Minimum wage/Fair wages	32 3%	16 3%	16 3%	5 3%	10 6%	4 3%	5 3%	3 2%	5 2%	14 5%	9 3%	8 2%	19 4%	13 3%	4 1%	6 2%	14 7%lmp	9 4%	10 2%	22 5%lp	36 4%
Morality/ Individual behaviour/ Lifestyle	11 1%	5 1%	6 1%	-	2 1%	4 3%	1 1%	1 1%	3 1%	2 1%	6 2%	4 1%	6 1%	5 1%	4 2%	5 2%	1 *	2 1%	9 2%	3 1%	10 1%
National health service/Hospitals/ Healthcare	70 7%	23 5%	47 9%a	6 5%	10 6%	8 5%	15 9%	8 5%	23 11%i	16 5%	24 7%	30 9%	24 5%	46 9%	29 11%moq	15 6%	14 7%	12 5%	44 8% <i>m</i>	25 6%	68 7%
Nationalisation/ Government control of institutions	5 1%	3 1%	2 *	-	-	-	1 1%	1 1%	3 2%i	-	1 *	4 1%	-	5 1%	2 1%	1 *	-	3 1%	3 *	3 1%	6 1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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WEIGHTED BASE	985	481	504	136	167	161	171	139	212	303	332	351	464	522	266	268	207	244	534	451	995
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	101%
Nuclear weapons/ Nuclear war/ Disarmament	5 *	1 *	4 1%	- -	3 2%k	2 1%	- -	- -	- -	3 1%	2 1%	- -	5 1%	- -	2 1%	- -	- -	3 1%	2 *	3 1%	3 *
Pensions/Social security/Benefits	24 2%	14 3%	10 2%	1 1%	9 5%ci	5 3%	3 1%	3 2%	4 2%	9 3%c	7 2%	8 2%	14 3%	10 2%	6 2%	10 4%	4 2%	5 2%	16 3%	8 2%	24 2%
Petrol prices/Fuel	3 *	2 *	1 *	- -	1 *	- -	1 *	- -	1 1%	1 *	1 *	1 *	1 *	2 *	- -	1 *	1 *	1 *	1 *	2 *	3 *
Pollution/ Environment	12 1%	8 2%	4 1%	4 3%	2 1%	- -	2 1%	3 2%	1 *	6 2%	2 1%	4 1%h	6 1%	5 1%	5 2%	3 1%	1 *	4 1%	7 1%	4 1%	11 1%
Population levels/ Overpopulation	14 1%	5 1%	9 2%	1 1%	1 *	3 2%	2 1%	3 2%	3 2%	2 1%	5 1%	7 2%	5 1%	9 2%	3 1%	4 2%	2 1%	4 2%	7 1%	6 1%	16 2%
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Poverty/Inequality	42 4%	16 3%	25 5%	6 5%	10 6%	6 4%	6 4%	5 3%	8 4%	17 6%	12 4%	13 4%	23 5%	19 4%	11 4%	13 5%	6 3%	11 5%	24 4%	18 4%	43 4%
Privatisation	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Public services in general	6 1%	2 *	4 1%	- -	2 1%	1 1%	2 1%	1 1%	- -	2 1%	3 1%	1 *	3 1%	3 1%	2 1%	4 1%q	- -	- -	6 1%q	- -	6 1%
Race relations/ Immigration/ Immigrants	210 21%	103 21%	108 21%	24 18%	29 17%	25 15%	38 22%	37 27%de	58 27%de	53 18%	62 19%	95 27%de	78 17%	133 25%	50 19%	70 26%op	49 24%	41 17%	120 23%	90 20%	218 22%

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UNWEIGHTED BASE	995	489	506	112	162	134	173	170	244	274	307	414	408	587	231	294	228	242	525	470	995
WEIGHTED BASE	985	481	504	136	167	161	171	139	212	303	332	351	464	522	266	268	207	244	534	451	995
100%		49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	101%
Scottish/Welsh assembly/Devolution/Constitutional reform	17 2%	9 2%	8 2%	1 1%	1 *	2 1%	3 2%	4 3%i	7 3%i	2 1%	4 1%	11 3%i	3 1%	13 3%	7 3%	5 2%	2 1%	2 1%	12 2%	5 1%	19 2%
Taxation	9 1%	5 1%	4 1%	2 2%	3 2%	1 1%	2 1%	1 *	1 *	5 2%	3 1%	1 *	6 1%	3 1%	1 *	3 1%	3 1%	2 1%	4 1%	5 1%	10 1%
Trade unions/ Strikes	1 *	-	1 *	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	1 *	-	-	1 *	-	1 *
Transport/Public transport	1 *	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	-	-	1 *	-	1 *	1 *
Unemployment/Factory closure/Lack of industry	108 11%	62 13%	46 9%	21 16%hk	16 9%h	27 17%hk	21 12%hk	15 11%hk	8 4%	37 12%hk	49 15%hk	23 7%h	64 14%	44 8%	27 10%	22 8%	19 9%	40 17% ^{mp} q	49 9%	60 13% ^{mn}	109 11%
Other	13 1%	9 2%	4 1%	1 1%	1 1%	2 1%	2 1%	2 2%	4 2%	2 1%	4 1%	7 2%	4 1%	9 2%	4 2%	4 1%	2 1%	3 1%	8 1%	5 1%	15 2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	56 6%	24 5%	32 6%	17 12% ^{efg} hjk	11 7%	8 5%	6 4%	6 5%	8 4%	28 9% ^{fj} kl	14 4%	14 4%	35 8%	21 4%	5 2%	11 4%	17 8% ^{lp}	23 9% ^{lmp}	16 3%	40 9% ^{lmp}	57 6%
Personal finances (NET)	107 11%	47 10%	60 12%	15 11%	27 16% ^{gh} k	17 11%	19 11%	11 8%	18 8%	42 14% ^{ck}	36 11%	29 8%	59 13%	48 9%	17 6%	27 10%	30 15% ^{lp}	33 13% ^{lp}	44 8%	63 14% ^{lp}	114 11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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Table 2
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What would you say is the most important issue facing Britain today?
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	GOVERNMENT OFFICE REGION											TENURE						UNWTD TOTAL	
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNCIL/HA (n)	REN TED PRIVATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	995	846	48	101	348	247	268	220	379	168	265	97	357	281	171	169	638	340	995
WEIGHTED BASE	985	852	50*	83*	320	237	310	260	355	132	267	135*	318	313	140	194	631	334	995
	100%	87%	5%*	8%*	32%	24%	32%	26%	36%	13%	27%	14%*	32%	32%	14%	20%	64%	34%	101%
Ageing population/ Social care for the elderly	17 2%	16 2%i	1 2%	- -	7 2%i	7 3%i	7 2%	6 2%	4 1%i	1 1%	1 *	- -	10 3%mp	5 2%	- -	2 1%	15 2%	2 1%	18 2%
AIDS	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	1 *	- -	- -	1 *	1 *
Animal welfare	6 1%	6 1%	- -	- -	- -	4 1%	4 2%	2 *	- -	2 1%	2 1%	- -	2 1%	- -	4 3%kln op	- -	2 *	4 1%	3 *
Bird flu/Pandemic flu/Swine flu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Common Market/EU/ Europe/Euro/ Constitution	27 3%	26 3%	1 2%	- -	5 2%	5 2%	7 2%	6 2%	15 4%	4 3%	12 5%cd	8 6%cd	15 5%mp	8 3%	- -	4 2%	23 4%m	4 1%	27 3%
Countryside/Rural life	2 *	1 *	1 2%agi	- -	1 *	1 1%	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	2 *	- -	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	26 3%	23 3%	1 2%	2 2%	11 3%	9 4%f	3 1%	2 1%	12 3%	7 5%af	11 4%f	4 3%	9 3%	4 1%	5 4%	8 4%	13 2%	13 4%	28 3%
Defence/Foreign affairs/ International terrorism	45 5%	38 4%h	4 8%h	3 4%	14 4%	11 5%	17 5%	13 5%	15 4%h	2 2%	10 4%h	7 5%	16 5%	14 4%	7 5%	6 3%	30 5%	13 4%	45 5%
Drug abuse	11 1%	9 1%	1 2%	1 1%	3 1%	2 1%	5 1%	3 1%	3 1%	2 1%	2 1%	- -	4 1%	1 *	1 1%	3 1%	5 1%	4 1%	9 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
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UNWEIGHTED BASE	995	846	48	101	348	247	268	220	379	168	265	97	357	281	171	169	638	340	995
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	100%	87%	5%*	8%*	32%	24%	32%	26%	36%	13%	27%	14%*	32%	32%	14%	20%	64%	34%	101%
Economy/Economic situation	143	120	7	15	48	33	38	31	56	14	38	24	38	58	15	29	96	43	134
	14%	14%	15%	18%	15%	14%	12%	12%	16%h	11%	14%h	17%	12%	19%km	10%	15%	15%k	13%	13%
Education/Schools	20	19	2	-	4	4	4	3	12	4	8	4	2	13	3	3	14	6	20
	2%	2%	3%	-	1%	2%	1%	1%	3%	3%	3%	3%	*	4%ko	2%	2%	2%k	2%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	15	15	-	-	-	-	5	5	10	6	8	2	4	4	2	6	7	8	15
	2%	2%de	-	-	-	-	2%d	2%	3%de	5%acd ei	3%de	1%	1%	1%	1%	3%	1%	2%	2%
Inflation/Prices	30	29	-	2	5	4	12	12	13	12	12	-	4	10	2	14	14	15	32
	3%	3%d	-	2%	2%	2%	4%j	5%	4%	9%abc defgi j	4%j	-	1%	3%	1%	7%kmo	2%	5%kmo	3%
Local government/Council tax	4	4	-	-	1	1	-	-	3	2	3	1	-	-	3	1	-	4	5
	*	1%	-	-	*	1%	-	-	1%	1%	1%	1%	-	-	2%klo	1%	-	1%ko	1%
Low pay/Minimum wage/Fair wages	32	31	-	1	3	1	9	9	20	6	12	6	9	8	8	8	17	15	36
	3%	4%de	-	2%	1%	1%	3%	3%	6%ade	5%de	4%de	4%de	3%	2%	6%	4%	3%	5%	4%
Morality/Individual behaviour/Lifestyle	11	11	-	-	3	3	1	1	7	1	6	5	5	5	-	1	10	1	10
	1%	1%	-	-	1%	1%	*	*	2%	1%	2%h	3%f	2%	2%	-	1%	2%	*	1%
National health service/Hospitals/Healthcare	70	60	6	3	21	17	25	19	24	7	19	12	26	33	6	3	58	8	68
	7%	7%	13%	4%	7%	7%	8%	7%	7%	5%	7%	9%	8%np	10%mp	4%	1%	9%mp	2%	7%

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 2
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UNWEIGHTED BASE	995	846	48	101	348	247	268	220	379	168	265	97	357	281	171	169	638	340	995
WEIGHTED BASE	985	852	50*	83*	320	237	310	260	355	132	267	135*	318	313	140	194	631	334	995
	100%	87%	5%*	8%*	32%	24%	32%	26%	36%	13%	27%	14%*	32%	32%	14%	20%	64%	34%	101%
Nationalisation/ Government control of institutions	5 1%	3 *	- -	2 2%af	3 1%	2 1%	- -	- -	2 1%	- -	1 *	1 1%	3 1%	1 *	- -	- -	5 1%	- -	6 1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	5 *	3 *	2 4%ade	- -	1 *	1 *	2 1%	- -	2 1%	- -	2 1%	2 1%	- -	3 1%	- -	2 1%	3 *	2 1%	3 *
Pensions/Social security/Benefits	24 2%	21 2%	3 6%ci	- -	8 3%	8 4%	9 3%	6 2%	7 2%	2 2%	4 1%	2 1%	8 3%	5 2%	2 1%	9 4%	13 2%	11 3% ^m	24 2%
Petrol prices/Fuel	3 *	3 *	- -	3 1%	3 1%a	- -	- -	- -	- -	- -	- -	- -	1 *	2 1%	- -	- -	3 *	- -	3 *
Pollution/ Environment	12 1%	10 1%	1 3%	- -	1 *	1 *	4 1%	3 1%	6 2%	2 1%	3 1%	1 1%	4 1%	2 1%	4 3%	1 1%	5 1%	5 1%	11 1%
Population levels/ Overpopulation	14 1%	14 2%de	- -	- -	1 *	1 *	4 1%	4 1%	9 3%de	3 2% ^d	6 2% ^d	3 2% ^d	6 2%	5 2%	2 1%	1 *	11 2%	3 1%	16 2%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	42 4%	33 4%	1 2%	7 9%afg ij	21 7%af	14 6%f	7 2%	6 2%	13 4%	6 5%	9 3%	3 2%	13 4%	9 3%	8 6%	12 6%	22 3%	20 6%	43 4%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/ij - k/l/m/n/o/p
Overlap formulae used. * small base

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	100%	87%	5%*	8%*	32%	24%	32%	26%	36%	13%	27%	14%*	32%	32%	14%	20%	64%	34%	101%
Public services in general	6	6	-	-	2	2	2	2	2	1	2	1	3	2	1	-	5	1	6
	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	-	1%	*	1%
Race relations/Immigration/Immigrants	210	190	12	8	64	56	96	85	50	10	38	28	79	67	33	29	146	62	218
	21%	22%cg	24%ch	10%	20%cg	23%cd	31%ac	33%	14%h	7%	14%h	21%cg	25%n	21%	23%p	15%	23%n	18%	22%
Scottish/Welsh assembly/Devolution/Constitutional reform	17	7	-	10	11	1	2	2	4	2	3	2	6	8	3	1	13	3	19
	2%	1%	-	13%abd	3%aef	*	1%	1%	1%	1%	1%	1%	2%	3%	2%	*	2%	1%	2%
Taxation	9	8	1	-	3	3	2	1	4	2	2	-	1	4	1	3	5	4	10
	1%	1%	2%	-	1%	1%	1%	*	1%	2%	1%	-	*	1%	*	2%	1%	1%	1%
Trade unions/Strikes	1	1	-	-	-	-	-	-	1	1	1	-	-	1	-	-	1	-	1
	*	*	-	-	-	-	-	-	*	1%	*	-	-	*	-	-	*	-	*
Transport/Public transport	1	-	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	1	1
	*	-	-	1%a	*	-	-	-	-	-	-	-	-	-	1%	-	-	*	*
Unemployment/Factory closure/Lack of industry	108	92	1	16	43	27	26	25	40	23	35	12	34	28	16	29	62	45	109
	11%	11%b	2%	19%ab	13%b	11%b	8%	10%	11%b	17%ab	13%b	9%	11%	9%	12%	15%	10%	13%	11%
Other	13	10	-	3	5	2	1	1	6	4	6	2	7	2	2	2	9	4	15
	1%	1%	-	4%f	2%	1%	*	1%	2%	3%f	2%	1%	2%	1%	2%	1%	1%	1%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	56	43	5	8	26	18	16	11	14	9	13	4	11	12	14	18	23	31	57
	6%	5%	10%	10%gj	8%ag	7%	5%	4%	4%	7%gi	5%	3%	3%	4%	10%klo	9%klo	4%	9%klo	6%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
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	100%	87%	5%*	8%*	32%	24%	32%	26%	36%	13%	27%	14%*	32%	32%	14%	20%	64%	34%	101%
Personal finances (NET)	107	96	1	10	32	22	29	27	46	24	32	8	27	28	18	33	55	51	114
	11%	11%	2%	12%	10%	9%	9%	11%	13%bj	18%ab defgi j	12%j	6%	8%	9%	13%	17%klo	9%	15%kl o	11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

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		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	995	402	111	482	58	161	243	34	834	195	69	103	287	290	995
WEIGHTED BASE	985	416	114*	455	62*	158	235	32*	827	190	64*	104*	305	309	995
	100%	42%	12%*	46%	6%*	16%	24%	3%*	84%	19%	7%*	11%*	31%	31%	101%
Ageing population/ Social care for the elderly	17 2%	6 2%	1 1%	10 2%	-	5 3%	3 1%	-	12 2%	5 2%	2 3%	1 1%	7 2%	3 1%	18 2%
AIDS	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *
Animal welfare	6 1%	-	-	6 1%a	3 4%a	-	3 1%	-	6 1%	-	-	-	-	3 1%	3 *
Bird flu/Pandemic flu/Swine flu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Common Market/EU/ Europe/Euro/ Constitution	27 3%	7 2%	4 3%	17 4%	-	7 5%	6 2%	2 6%	20 2%	9 5%	3 5%	-	7 2%	3 1%	27 3%
Countryside/Rural life	2 *	2 1%	-	-	-	1 1%	-	-	1 *	1 1%	-	1 1%	1 *	-	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	26 3%	10 2%	2 2%	14 3%	3 5%	4 2%	8 3%	1 4%	23 3%	5 3%	1 2%	3 3%	9 3%	13 4%	28 3%
Defence/Foreign affairs/ International terrorism	45 5%	17 4%	6 5%	22 5%	2 3%	9 6%	7 3%	2 7%	36 4%	11 6%	1 1%	5 5%	12 4%	17 6%	45 5%
Drug abuse	11 1%	1 *	2 2%	8 2%a	1 2%	-	2 1%	-	11 1%	-	2 4%fj	-	2 1%	4 1%	9 1%

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	100%	42%	12%*	46%	6%*	16%	24%	3%*	84%	19%	7%*	11%*	31%	31%	101%
Economy/Economic situation	143	79	11	52	7	31	29	3	112	34	3	17	55	39	134
	14%	19%bc	10%	12%	12%	20%r	13%	9%	14%r	18%r	5%	17%	18%	13%	13%
Education/Schools	20	15	2	3	-	3	7	1	18	3	2	-	15	11	20
	2%	4%c	1%	1%	-	2%	3%	2%	2%	2%	3%	-	5%l	4%	2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	15	6	1	9	4	1	6	2	14	4	-	-	3	2	15
	2%	1%	1%	2%	6%abc	1%	3%	6%fir	2%	2%f	-	-	1%	1%	2%
Inflation/Prices	30	12	5	14	1	2	10	4	28	6	-	4	3	12	32
	3%	3%	4%	3%	1%	1%	4%	11%fij	3%	3%f	-	4%	1%	4%	3%
Local government/Council tax	4	-	*	4	1	*	1	-	4	*	-	1	1	1	5
	*	-	*	1%	1%	*	*	-	*	*	-	1%	*	*	1%
Low pay/Minimum wage/Fair wages	32	19	3	10	3	2	8	3	30	5	2	2	11	12	36
	3%	5%	3%	2%	5%	1%	3%	9%fj	4%	3%f	3%	2%	4%	4%	4%
Morality/Individual behaviour/Lifestyle	11	5	2	4	-	1	2	1	10	2	-	2	4	2	10
	1%	1%	1%	1%	-	1%	1%	4%	1%	1%	-	2%	1%	1%	1%
National health service/Hospitals/Healthcare	70	24	11	35	1	7	20	2	63	8	4	7	30	21	68
	7%	6%	9%	8%	1%	4%	8%	5%	8%	4%	6%	7%	10%	7%	7%
Nationalisation/Government control of institutions	5	2	-	3	-	1	2	-	4	1	-	1	2	1	6
	1%	*	-	1%	-	*	1%	-	1%	*	-	1%	1%	*	1%

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Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	5 *	3 1%	-	2 *	-	-	1 *	-	5 1%	-	-	-	-	5 1%	3 *
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Petrol prices/Fuel	3 *	1 *	1 1%	1 *	-	-	1 *	-	3 *	-	1 2%	1 1%	1 *	1 *	3 *
Pollution/ Environment	12 1%	5 1%	-	6 1%	2 3%	-	2 1%	-	12 1%	-	-	3 3%	2 1%	3 1%	11 1%
Population levels/ Overpopulation	14 1%	6 2%	3 3%	4 1%	-	3 2%	2 1%	-	10 1%	3 2%	1 2%	-	5 2%	2 1%	16 2%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poverty/Inequality	42 4%	15 4%	8 7%	19 4%	3 4%	3 2%	17 7%ij r	1 2%	38 5%	4 2%	-	6 6%	16 5%	16 5%	43 4%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	6 1%	3 1%	2 2%	1 *	-	1 1%	2 1%	-	5 1%	1 *	-	-	-	4 1%	6 1%

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Race relations/ Immigration/ Immigrants	210	75	31	104	9	49	31	6	161	55	36	18	58	59	218
	21%	18%	28%a	23%	15%	31%gi	13%	18%	19%g	29%gi	57%fg hij	18%	19%	19%	22%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	17	8	1	9	1	1	8	1	16	2	1	1	6	3	19
	2%	2%	1%	2%	1%	*	3%	3%	2%	1%	1%	1%	2%	1%	2%
Taxation	9	4	1	4	1	4	2	-	5	4	-	-	5	3	10
	1%	1%	*	1%	2%	2%i	1%	-	1%	2%	-	-	2%	1%	1%
Trade unions/ Strikes	1	1	-	-	-	1	-	-	-	1	-	-	-	-	1
	*	*	-	-	-	*	-	-	-	*	-	-	-	-	*
Transport/Public transport	1	-	-	1	-	-	1	-	1	-	-	-	-	-	1
	*	-	-	*	-	-	*	-	*	-	-	-	-	-	*
Unemployment/ Factory closure/ Lack of industry	108	49	10	49	14	9	38	4	99	13	3	14	35	40	109
	11%	12%	9%	11%	23%abc	6%	16%fi jr	11%	12%fj	7%	5%	14%	11%	13%	11%
Other	13	7	1	5	1	2	1	1	11	3	-	2	4	1	15
	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	-	2%	1%	*	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	56	21	6	29	5	5	12	-	51	5	-	12	4	21	57
	6%	5%	5%	6%	9%	3%	5%	-	6%r	3%	-	11%am	1%	7%	6%
Personal finances (NET)	107	47	17	44	6	8	36	7	99	15	3	13	31	41	114
	11%	11%	15%	10%	10%	5%	15%fj r	22%fj r	12%fr	8%f	4%	13%	10%	13%	11%

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BASE: ALL ADULTS AGED 18+

	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL	
	FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)			
UNWEIGHTED BASE	995	402	111	482	58	161	243	34	834	195	69	103	287	290	995
WEIGHTED BASE	985	416	114*	455	62*	158	235	32*	827	190	64*	104*	305	309	995
	100%	42%	12%*	46%	6%*	16%	24%	3%*	84%	19%	7%*	11%*	31%	31%	101%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 11th August 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX (FINAL)

Table 4
Q.PL01
What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	995	303	252	141	386	130	138	320	498	169	863	123	164	337	109	276	84	139	995
WEIGHTED BASE	985	313	251	138	374	136	137	283	528	163	858	120	174	343	110*	248	75*	126	995
	100%	32%	25%	14%	38%	14%	14%	29%	54%	17%	87%	12%	18%	35%	11%*	25%	8%*	13%	101%
Ageing population/ Social care for the elderly	17 2%	1 *	9 4%ad	5 3%a	5 1%	3 2%	5 4%a	5 2%	11 2%	1 1%	17 2%	- -	1 1%	4 1%	4 3%	8 3%	4 5%	4 3%	18 2%
AIDS	1 *	-	-	-	-	-	-	-	1 *	-	1 *	-	-	1 *	-	1 *	1 1%	-	1 *
Animal welfare	6 1%	-	1 1%	-	-	-	-	-	4 1%	2 1%	6 1%	-	-	-	-	-	-	-	3 *
Bird flu/Pandemic flu/Swine flu	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	- -
Common Market/EU/ Europe/Euro/ Constitution	27 3%	6 2%	4 2%	3 2%	8 2%	4 3%	5 4%	7 2%	14 3%	6 4%	25 3%	2 2%	1 *	10 3%	9 9%qs	4 2%	2 3%	3 2%	27 3%
Countryside/Rural life	2 *	-	1 1%	-	-	1 1%	-	-	1 *	1 1%	2 *	-	-	2 1%	-	-	-	-	2 *
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	26 3%	7 2%	5 2%	26 19%abde f	6 2%	4 3%	6 4%	10 4%i	16 3%i	-	21 2%	5 4%	2 1%	10 3%	3 2%	9 3%	2 2%	2 2%	28 3%
Defence/Foreign affairs/ International terrorism	45 5%	11 4%	4 2%	4 3%	10 3%	45 33%abcd f	4 3%	28 5%	7 4%	40 5%	6 5%	9 5%	12 3%	8 7%qs	5 2%	3 4%	2 1%	45 5%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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Respondent type : GB Adults 18+
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	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	995	303	252	141	386	130	138	320	498	169	863	123	164	337	109	276	84	139	995
WEIGHTED BASE	985	313	251	138	374	136	137	283	528	163	858	120	174	343	110*	248	75*	126	995
	100%	32%	25%	14%	38%	14%	14%	29%	54%	17%	87%	12%	18%	35%	11%*	25%	8%*	13%	101%
Drug abuse	11 1%	-	5 2%ad	1 1%	1 *	-	1 1%	4 1%	6 1%	1 1%	9 1%	2 1%	2 1%	1 *	-	1 *	-	1 1%	9 1%
Economy/Economic situation	143 14%	143 46%bcd	43 17%cd	15 11%	41 11%	21 16%	25 18%de	31 11%	80 15%	28 17%	127 15%	13 11%	28 16%	62 18%	19 18%	25 10%	9 12%	13 11%	134 13%
Education/Schools	20 2%	7 2%	6 2%	2 2%	7 2%	2 2%	20 15%abcd	7 2%	8 2%	5 3%	16 2%	3 3%	9 5%	8 2%	5 4%	6 2%	2 2%	1 1%	20 2%
Foot and mouth outbreak/Farming crisis	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housing	15 2%	3 1%	1 *	-	1 *	2 1%	2 1%	6 2%	7 1%	2 2%	11 1%	5 4%j	3 2%	4 1%	5 4%	6 2%	2 3%	2 3%	15 2%
Inflation/Prices	30 3%	6 2%	5 2%	1 *	4 1%	-	1 1%	20 7%hi	10 2%	1 1%	14 2%	16 13%j	4 3%	12 4%	2 2%	10 4%	1 1%	3 2%	32 3%
Local government/Council tax	4 *	1 *	-	2 2%cd	-	-	-	2 1%	1 *	1 *	4 *	* *	* *	-	-	1 *	-	1 1%	5 1%
Low pay/Minimum wage/Fair wages	32 3%	6 2%	4 2%	10 7%abde	7 2%	1 1%	1 1%	9 3%	21 4%	2 1%	28 3%	4 3%	5 3%	16 5%	-	7 3%	2 2%	3 3%	36 4%
Morality/Individual behaviour/Lifestyle	11 1%	2 1%	4 1%	2 2%	2 1%	1 1%	1 1%	3 1%	4 1%	4 2%	10 1%	-	2 1%	5 2%	2 2%	3 1%	1 1%	2 2%	10 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	995	303	252	141	386	130	138	320	498	169	863	123	164	337	109	276	84	139	995
WEIGHTED BASE	985	313	251	138	374	136	137	283	528	163	858	120	174	343	110*	248	75*	126	995
	100%	32%	25%	14%	38%	14%	14%	29%	54%	17%	87%	12%	18%	35%	11%*	25%	8%*	13%	101%
National health service/Hospitals/Healthcare	70 7%	17 6%	70 28% acde f	13 9% d	18 5%	8 6%	18 13% ade	15 5%	41 8%	14 8%	62 7%	8 7%	18 10% m	15 4%	9 8%	17 7%	9 12% q	6 5%	68 7%
Nationalisation/ Government control of institutions	5 1%	1 *	- -	- -	- -	- -	1 *	- -	4 1%	1 1%	3 *	1 1%	1 1%	1 *	1 1%	- -	- -	- -	6 1%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear weapons/ Nuclear war/ Disarmament	5 *	2 1%	- -	- -	- -	- -	- -	- -	3 1%	2 1%	4 *	1 1%	- -	3 1%	- -	2 1%	- -	2 1%	3 *
Pensions/Social security/Benefits	24 2%	6 2%	4 2%	1 *	7 2%	3 2%	3 2%	4 1%	15 3%	5 3%	21 2%	3 2%	5 3%	8 2%	6 6% qs	2 1%	1 2%	1 1%	24 2%
Petrol prices/Fuel	3 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	1 *	2 *	1 1%	1 *	1 *	- -	- -	- -	- -	3 *
Pollution/ Environment	12 1%	2 1%	4 1%	- -	3 1%	2 2%	1 1%	4 2%	3 1%	4 3% h	8 1%	2 2%	1 1%	3 1%	- -	3 1%	- -	1 1%	11 1%
Population levels/ Overpopulation	14 1%	4 1%	4 1%	4 3%	4 1%	1 *	2 2%	7 3%	5 1%	1 1%	13 2%	1 *	2 1%	7 2%	1 1%	6 2%	1 1%	3 2%	16 2%
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECON OMY (a)	NHS/ HOSPITALS (b)	CRIME (c)	IMMIGRATION /RACE RELATIONS (d)	DE FENCE (e)	SCH OOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRI VATE (m)	QUAL ITY (p)	POP ULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	995	303	252	141	386	130	138	320	498	169	863	123	164	337	109	276	84	139	995
WEIGHTED BASE	985	313	251	138	374	136	137	283	528	163	858	120	174	343	110*	248	75*	126	995
	100%	32%	25%	14%	38%	14%	14%	29%	54%	17%	87%	12%	18%	35%	11%*	25%	8%*	13%	101%
Poverty/Inequality	42	8	6	4	3	2	3	14	23	6	35	7	5	16	8	12	2	9	43
	4%	3% ^d	2%	3%	1%	2%	2%	5%	4%	4%	4%	6%	3%	5%	8%	5%	3%	7%	4%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public services in general	6	3	3	1	1	1	2	3	-	3	6	-	3	2	2	-	-	-	6
	1%	1%	1%	1%	*	1%	1%	1% ^h	-	2% ^h	1%	-	1%	1%	2% ^q	-	-	-	1%
Race relations/ Immigration/ Immigrants	210	46	48	25	210	22	19	50	118	38	203	8	34	71	8	61	24	33	218
	21%	15%	19%	18%	56% ^{abc} ef	16%	14%	18%	22%	24%	24% ^k	6%	20%	21%	8%	25% ^p	32% ^p	27% ^p	22%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	17	8	2	1	5	5	1	3	6	6	17	-	2	7	3	6	-	5	19
	2%	2%	1%	1%	1%	4% ^b	1%	1%	1%	4% ^{gh}	2%	-	1%	2%	2%	2%	-	4%	2%
Taxation	9	-	-	1	1	-	1	5	4	-	8	1	-	5	2	2	2	1	10
	1%	-	-	1%	*	-	1%	2%	1%	-	1%	1%	-	1%	2%	1%	2%	1%	1%
Trade unions/ Strikes	1	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	-	*	-	-	*	-	-	*	-	-	-	-	*
Transport/Public transport	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	1	1
	*	-	-	-	-	-	-	-	*	-	*	-	-	-	*	*	-	1%	*
Unemployment/ Factory closure/ Lack of industry	108	21	16	18	22	7	13	41	61	7	85	22	23	35	10	33	6	15	109
	11%	7%	6%	13% ^{abde}	6%	5%	10%	14% ⁱ	11% ⁱ	4%	10%	19% ^j	13%	10%	9%	14%	8%	12%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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ISSUES INDEX (FINAL)

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What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	995	303	252	141	386	130	138	320	498	169	863	123	164	337	109	276	84	139	995
WEIGHTED BASE	985	313	251	138	374	136	137	283	528	163	858	120	174	343	110*	248	75*	126	995
	100%	32%	25%	14%	38%	14%	14%	29%	54%	17%	87%	12%	18%	35%	11%*	25%	8%*	13%	101%
Other	13	-	2	1	2	1	2	5	4	3	11	1	6	1	1	3	1	1	15
	1%	-	1%	*	*	*	1%	2%	1%	2%	1%	1%	4% ^m	*	1%	1%	1%	1%	2%
MEAN NUMBER OF MENTIONS	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Don't know	56	1	1	-	4	1	1	18	26	11	47	9	6	21	3	14	2	10	57
	6%	*	1%	-	1%	1%	*	6%	5%	7%	5%	7%	4%	6%	3%	6%	2%	8%	6%
Personal finances (NET)	107	21	15	15	14	3	5	43	54	10	79	28	15	45	10	30	4	15	114
	11%	7% ^d	6%	11% ^{def}	4%	2%	4%	15% ^{hi}	10%	6%	9%	23% ^j	9%	13%	10%	12% ^r	6%	12%	11%
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 11th August 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)



ISSUES INDEX (FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL		
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)		ABC1 (p)	C2DE (q)
UNWEIGHTED BASE	995	489	506	112	162	134	173	170	244	274	307	414	408	587	231	294	228	242	525	470	995
WEIGHTED BASE	985	481	504	136	167	161	171	139	212	303	332	351	464	522	266	268	207	244	534	451	995
100%		49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	101%
Ageing population/ Social care for the elderly	85 9%	38 8%	47 9%	6 4%	9 5%	11 7%	23 14%cd ij	15 11%ci	22 10%i	14 5%	34 10%i	37 10%ci	25 5%	60 12%	41 15% pq	21 8%o	15 7%	9 4%	62 12%moq	23 5%	85 9%
AIDS	6 1%	4 1%	2 *	- -	1 *	1 1%	3 1%	1 1%	- -	1 *	4 1%	1 *	2 *	4 1%	4 1%	1 *	1 *	1 *	4 1%	2 *	7 1%
Animal welfare	18 2%	4 1%	14 3%a	5 4%ej	4 2%	- -	2 1%	2 1%	5 3%	9 3%j	2 1%	7 2%	9 2%	9 2%	5 2%	2 1%	5 3%	5 2%	7 1%	11 2%	15 2%
Bird flu/Pandemic flu/Swine flu	6 1%	4 1%	2 *	- -	- -	1 1%	1 1%	3 2%i	1 *	- -	2 1%	3 1%	1 *	5 1%	3 1%	1 *	1 *	1 *	4 1%	2 *	6 1%
Common Market/EU/ Europe/Euro/ Constitution	68 7%	44 9%b	24 5%	3 2%	6 4%	6 4%	10 6%	18 13%cd efij	25 12% fij	9 3%	16 5%	43 12% cde fij	15 3%	53 10%	26 10%noq	24 9% nq	8 4%	11 4%	49 9%noq	19 4%	70 7%
Countryside/Rural life	14 1%	7 1%	7 1%	2 1%	4 2%	- -	2 1%	3 2%	3 1%	5 2%	2 1%	6 2%	5 1%	8 2%	7 3%o	2 1%	5 2%oq	- -	9 2% m	5 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	138 14%	70 15%	68 14%	22 16%	25 15%	23 14%	26 15%	17 13%	25 12%	46 15%	49 15%	42 12%	69 15%	69 13%	26 10%	35 13%	43 21% lm pq	34 14%	61 11%	77 17% lp	141 14%
Defence/Foreign affairs/ International terrorism	136 14%	74 15%	62 12%	21 15%	22 13%	22 13%	16 9%	24 17% f	32 15%	43 14%	37 11%	56 16% f	65 14%	72 14%	58 22% mn opq	33 12%	18 9%	27 11%	91 17% mn oq	46 10%	130 13%
Drug abuse	75 8%	29 6%	46 9%	12 9%	14 8%	14 9%	12 7%	10 7%	14 7%	26 8%	26 8%	24 7%	40 9%	35 7%	15 6%	15 6%	21 10% p	24 10% p	30 6%	45 10% mp	74 7%
Economy/Economic situation	313 32%	170 35% b	144 28%	39 29%	49 30%	60 37%	58 34%	50 36%	57 27%	88 29%	118 36% h	107 30%	148 32%	165 32%	108 41% no	93 35% oq	63 30% oq	49 20%	201 38% oq	112 25% o	303 30%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
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ISSUES INDEX (FINAL)

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What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL	
		MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	995	489	506	112	162	134	173	170	244	274	307	414	408	587	231	294	228	242	525	470	995
WEIGHTED BASE	985	481	504	136	167	161	171	139	212	303	332	351	464	522	266	268	207	244	534	451	995
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	101%
Education/Schools	137 14%	57 12%	80 16%	16 12%	21 13%	40 25%cd ghik	27 16%hk	16 11%	17 8%	37 12%	68 20%dfg hik	33 9%	77 17%	60 12%	55 21%mn opq	34 13%	28 13%	20 8%	90 17%mo q	48 11%	138 14%
Foot and mouth outbreak/Farming crisis	6 1%	1 *	5 1%	2 2%j	1 1%	- -	- -	1 1%	2 1%	3 1%	- -	2 1%	3 1%	2 *	2 1%	- -	1 1%	2 1%	2 *	3 1%	5 1%
Housing	132 13%	64 13%	68 13%	16 12%	26 16%	24 15%	22 13%	24 17%hk	21 10%	42 14%	46 14%	44 13%h	66 14%	66 13%	31 12%	41 15%	28 13%	32 13%	73 14%	59 13%	139 14%
Inflation/Prices	109 11%	55 12%	53 11%	12 9%	22 13%	21 13%	20 12%	11 8%	22 10%	35 11%	42 13%	32 9%	56 12%	53 10%	22 8%	29 11%	20 10%	37 15%lp	52 10%	57 13%	115 12%
Local government/Council tax	37 4%	17 4%	20 4%	5 4%	10 6%	4 3%	5 3%	5 4%	7 3%	15 5%	9 3%	13 4%	19 4%	18 3%	10 4%	10 4%	6 3%	11 4%	20 4%	17 4%	38 4%
Low pay/Minimum wage/Fair wages	109 11%	58 12%	51 10%	22 16%hk	22 13%h	20 12%	17 10%	13 10%	14 7%	45 15%hk	37 11%	28 8%	65 14%	44 9%	16 6%	33 12%lp	33 16%lp	26 11%	50 9%l	59 13%l	111 11%
Morality/Individual behaviour/Lifestyle	71 7%	36 8%	35 7%	3 2%	7 4%	21 13%cd gik	18 10%cdi	6 4%	17 8%ci	10 3%	39 12%cdg ik	23 6%	31 7%	41 8%	23 9%	21 8%	16 8%	12 5%	44 8%	28 6%	68 7%
National health service/Hospitals/Healthcare	251 25%	103 22%	147 29%a	21 15%	33 20%	36 23%	51 30%cd i	41 30%ci i	68 32%cd i	54 18%	88 26%ci	109 31%cd i	90 20%	160 31%	74 28%o	73 27%o	56 27%	47 19%	147 28%o	104 23%	252 25%
Nationalisation/Government control of institutions	24 2%	14 3%	9 2%	4 3%	4 2%	1 1%	7 4%	3 2%	5 2%	7 2%	8 2%e	8 2%	8 2%	16 3%	9 3%	6 2%	6 3%	3 1%	15 3%	9 2%	25 3%
Northern Ireland	2 *	1 *	2 *	- -	1 1%	- -	- -	1 1%	1 *	1 *	- -	1 *	1 *	1 *	1 *	- -	1 *	1 *	1 *	2 *	3 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
 Overlap formulae used.

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 11th August 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	995	489	506	112	162	134	173	170	244	274	307	414	408	587	231	294	228	242	525	470	995
WEIGHTED BASE	985	481	504	136	167	161	171	139	212	303	332	351	464	522	266	268	207	244	534	451	995
100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	101%	
Nuclear weapons/ Nuclear war/ Disarmament	18 2%	7 1%	11 2%	4 3%	5 3%hk	4 2%	2 1%	2 1%	1 *	9 3%hk	6 2%	3 1%	13 3%	5 1%	5 2%	6 2%	4 2%	3 1%	11 2%	7 2%	17 2%
Pensions/Social security/Benefits	130 13%	63 13%	68 13%	9 7%	30 18%ci	19 12%	21 12%	25 18%c	27 13%	39 13%c	40 12%	51 15%c	58 12%	73 14%	29 11%	45 17%	25 12%	31 13%	74 14%	56 13%	127 13%
Petrol prices/Fuel	53 5%	28 6%	26 5%	2 2%	15 9%cgh ik	11 7%	14 8%chk	4 3%	7 3%	18 6%c	25 7%chk	11 3%	28 6%	25 5%	11 4%	19 7%	16 8%oq	7 3%	30 6%	23 5%o	51 5%
Pollution/ Environment	56 6%	30 6%	26 5%	11 8%	10 6%	6 4%	12 7%	9 7%	7 3%	21 7%	19 6%	16 5%	28 6%	29 5%	22 8%q	16 6%	7 3%	11 4%	38 7%q	18 4%	52 5%
Population levels/ Overpopulation	65 7%	23 5%	42 8%a	3 2%	6 3%	15 10%cdi	13 8%i	12 9%ci	15 7%i	9 3%	29 9%cdi	27 8%ci	24 5%	40 8%	15 6%	26 10%q	12 6%	12 5%	41 8%	24 5%	69 7%
Pound/Exchange rate/Value of pound	12 1%	6 1%	6 1%	2 1%	2 1%	3 2%	2 1%	1 1%	2 1%	4 1%	5 2%	2 1%	7 2%	5 1%	5 2%	3 1%	-	3 1%	8 2%	3 1%	11 1%
Poverty/Inequality	130 13%	54 11%	76 15%	15 11%	28 17%	20 12%	24 14%	19 14%	24 11%	43 14%	44 13%	43 12%	63 14%	67 13%	35 13%	42 16%	23 11%	29 12%	78 15%	52 12%	134 13%
Privatisation	18 2%	10 2%	8 2%	3 2%	6 4%j	1 *	3 2%	3 2%	2 1%	10 3%	3 1%	5 1%	10 2%	8 1%	5 2%	4 1%	7 3%	2 1%	9 2%	9 2%	17 2%
Public services in general	45 5%	20 4%	25 5%	4 3%	7 4%	7 4%	12 7%h	12 9%chi k	3 2%	11 3%	18 6%h	16 4%h	17 4%	28 5%	12 5%	19 7%nq	5 3%	8 3%	31 6%q	13 3%	44 4%
Race relations/ Immigration/ Immigrants	374 38%	198 41%	176 35%	44 33%	48 29%	56 35%	65 38%	58 42%di	102 48%cd efij	92 31%	121 36%	161 46%cd eij	149 32%	225 43%	96 36%	117 44%oq	82 40%	78 32%	214 40%o	160 36%	386 39%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
 Overlap formulae used.

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 11th August 2014
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For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX (FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						UNWTD TOTAL	
	TOTAL	MALE (a)	FE-MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)
UNWEIGHTED BASE	995	489	506	112	162	134	173	170	244	274	307	414	408	587	231	294	228	242	525	470	995
WEIGHTED BASE	985	481	504	136	167	161	171	139	212	303	332	351	464	522	266	268	207	244	534	451	995
100%		49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	101%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	43 4%	26 5%	17 3%	2 1%	4 2%	3 2%	9 5%	12 9% ij	14 7% cei	6 2%	12 4%	26 7% cde ij	8 2%	35 7%	16 6%	11 4%	10 5%	7 3%	26 5%	17 4%	50 5%
Taxation	59 6%	31 6%	28 6%	10 8% h	15 9% hk	10 6%	12 7%	7 5%	5 3%	25 8% hk	22 7% h	12 3%	36 8%	24 5%	17 6%	18 7%	15 7%	9 4%	35 7%	24 5%	56 6%
Trade unions/ Strikes	9 1%	5 1%	5 1%	1 1%	1 1%	1 *	2 1%	1 1%	4 2%	2 1%	3 1%	4 1%	3 1%	6 1%	1 *	5 2%	1 1%	3 1%	6 1%	4 1%	10 1%
Transport/Public transport	36 4%	22 5%	14 3%	6 4%	7 4%	9 5%	4 2%	4 3%	6 3%	13 4%	13 4%	11 3%	22 5%	15 3%	10 4%	12 4%	5 3%	10 4%	21 4%	15 3%	36 4%
Unemployment/ Factory closure/ Lack of industry	255 26%	133 28%	121 24%	49 36% dh	39 24% h	52 33% hk	51 30% hk	36 26% hk	28 13%	88 29% dh	103 31% hk	64 18% h	140 30%	114 22%	73 28%	61 23%	50 24%	71 29%	134 25%	121 27%	258 26%
Other	49 5%	22 5%	27 5%	7 5%	4 2%	4 2%	12 7%	8 6%	14 7%	12 4%	16 5%	22 6%	15 3%	34 6%	20 8% n	11 4%	5 2%	14 6%	31 6%	18 4%	49 5%
MEAN NUMBER OF MENTIONS	3.29	3.33	3.24	3.05	3.23	3.39	3.50	3.55	3.06	3.15	3.45h	3.25h	3.23	3.33	3.51o	3.43o	3.26	2.91	3.47o	3.07	3.27
STANDARD ERROR	0.07	0.10	0.11	0.24	0.18	0.16	0.19	0.24	0.12	0.15	0.13	0.12	0.11	0.10	0.19	0.13	0.16	0.12	0.11	0.10	0.07
ERROR VARIANCE	0.01	0.01	0.01	0.06	0.03	0.03	0.04	0.06	0.01	0.02	0.02	0.01	0.01	0.01	0.03	0.02	0.02	0.01	0.01	0.01	0.01
Don't know	147 15%	72 15%	74 15%	30 22% ef	31 19% j	19 12%	20 12%	15 11%	32 15%	61 20% ef	39 12%	47 13%	80 17%	67 13%	25 10%	31 12%	33 16% lp	57 23% lm	57 11%	90 20% lm	151 15%
Personal finances (NET)	301 31%	145 30%	156 31%	44 32%	64 38% gh	55 34% hk	52 30%	35 26%	50 24%	108 36% gh	108 32% hk	86 24%	163 35%	138 26%	62 23%	90 33% lp	71 34% l	78 32% l	152 28% l	149 33% l	309 31%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
 Overlap formulae used.

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 11th August 2014
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ISSUES INDEX (FINAL)

Table 5
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX		AGE										SOCIAL GRADE						UNWTD TOTAL		
	MALE (a)	FE- MALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	18-44	45+	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)		C2DE (q)	
UNWEIGHTED BASE	995	489	506	112	162	134	173	170	244	274	307	414	408	587	231	294	228	242	525	470	995
WEIGHTED BASE	985	481	504	136	167	161	171	139	212	303	332	351	464	522	266	268	207	244	534	451	995
	100%	49%	51%	14%	17%	16%	17%	14%	22%	31%	34%	36%	47%	53%	27%	27%	21%	25%	54%	46%	101%
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i/j/k - l/m/n/o/p/q
 Overlap formulae used.

Respondent type : GB Adults 18+
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 6
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (l)	SOUTH EAST EXCL. GL (j)	OWNED (k)	MORT GAGED (l)	REN TED COUNCIL/HA (m)	REN TED PRIVATE (n)	OWNED /MORT GAGED (o)		REN TED (NET) (p)
UNWEIGHTED BASE	995	846	48	101	348	247	268	220	379	168	265	97	357	281	171	169	638	340	995
WEIGHTED BASE	985	852	50*	83*	320	237	310	260	355	132	267	135*	318	313	140	194	631	334	995
	100%	87%	5%*	8%*	32%	24%	32%	26%	36%	13%	27%	14%*	32%	32%	14%	20%	64%	34%	101%
Ageing population/ Social care for the elderly	85 9%	66 8%h	9 18%af ghi	10 12%h	30 9%h	20 8%h	30 10%h	21 8%	26 7%h	4 3%	16 6%h	13 9%h	35 11%mn	36 11%mp	4 3%	5 3%	71 11%mp	9 3%	85 9%
AIDS	6 1%	5 1%	- -	1 2%f	3 1%	2 1%	- -	- -	3 1%	3 2%afg i	3 1%	- -	2 1%	1 *	2 2%	- -	4 1%	2 1%	7 1%
Animal welfare	18 2%	13 2%	2 5%ghi	2 3%h	7 2%	5 2%	9 3%g	6 2%	2 1%	- -	2 1%	2 1%	7 2%	5 1%	5 4%np	1 *	12 2%	6 2%n	15 2%
Bird flu/Pandemic flu/Swine flu	6 1%	3 *	1 2%	2 2%ag	3 1%	1 *	2 1%	1 *	1 *	- -	1 *	1 1%	4 1%	1 *	1 *	- -	5 1%	1 *	6 1%
Common Market/EU/ Europe/Euro/ Constitution	68 7%	62 7%	3 7%	3 3%	17 5%	14 6%	14 5%	11 4%	37 11%acd f	11 8%	30 11%ac defh	19 14%ac def	31 10%mp	27 9%mp	2 2%	8 4%	58 9%mp	10 3%	70 7%
Countryside/Rural life	14 1%	12 1%	1 2%	1 1%	6 2%	5 2%	2 1%	1 1%	6 2%	1 *	4 2%h	4 3%	8 3%	3 1%	1 1%	2 1%	11 2%	3 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	138 14%	121 14%	6 11%	11 13%	46 15%	36 15%	35 11%	29 11%	56 16%	20 15%	45 17%	24 18%	38 12%	44 14%	24 17%	31 16%	82 13%	55 16%	141 14%
Defence/Foreign affairs/ International terrorism	136 14%	113 13%h	10 19%h	14 17%h	42 13%h	28 12%h	46 15%h	37 14%	48 14%h	7 6%	32 12%h	24 18%hi	47 15%n	53 17%np	18 13%	15 8%	100 16%np	33 10%	130 13%
Drug abuse	75 8%	61 7%	5 10%	9 11%j	37 12%af gij	28 12%afg j	18 6%	13 5%	20 6%	13 10%gi	18 7%	5 4%	22 7%	23 7%	10 7%	18 9%	45 7%	28 8%	74 7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
Overlap formulae used. * small base
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What do you see as the main/other important issues facing Britain today?
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	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)		REN TED (NET) (q)
UNWEIGHTED BASE	995	846	48	101	348	247	268	220	379	168	265	97	357	281	171	169	638	340	995
WEIGHTED BASE	985	852	50*	83*	320	237	310	260	355	132	267	135*	318	313	140	194	631	334	995
	100%	87%	5%*	8%*	32%	24%	32%	26%	36%	13%	27%	14%*	32%	32%	14%	20%	64%	34%	101%
Economy/Economic situation	313 32%	262 31%	20 41%	31 37%de	93 29%	62 26%	101 33%	81 31%	120 34%h	34 26%	87 33%h	53 39%eh	101 32%	120 38%mn	34 24%	54 28%	221 35%mp	88 26%	303 30%
Education/Schools	137 14%	119 14%de	8 17%	10 12%	29 9%	19 8%	40 13%	32 12%	68 19%ad ef	25 19%de	45 17%de	20 15%	36 11%	70 22%km nop	14 10%	16 8%	106 17%kmn p	30 9%	138 14%
Foot and mouth outbreak/Farming crisis	6 1%	5 1%	1 2%	- -	3 1%	3 1%	1 *	- -	2 *	- -	2 1%	2 1%	4 1%	1 *	- -	1 1%	4 1%	1 *	5 1%
Housing	132 13%	118 14%	4 8%	10 12%	36 11%	26 11%	33 11%	29 11%	63 18%ad efj	36 27%ab cdefg ij	49 18%ad efj	13 10%	41 13%	40 13%	17 12%	32 17%	81 13%	50 15%	139 14%
Inflation/Prices	109 11%	94 11%de	7 15%e	8 9%	22 7%	14 6%	39 13%de	32 12%	48 13%de j	31 23%ac defgi j	41 15%ade j	10 8%	28 9%	30 10%	19 13%	31 16%ko	58 9%	50 15%ko	115 12%
Local government/ Council tax	37 4%	30 4%	3 6%	4 5%	16 5%	12 5%	7 2%	4 2%	14 4%	6 5%	12 4%	6 4%	10 3%	9 3%	8 6%	9 5%	19 3%	18 5%	38 4%
Low pay/Minimum wage/Fair wages	109 11%	101 12%de	3 6%	6 7%	21 7%	16 7%	38 12%de	35 14%	50 14%de	14 11%	32 12%d	18 13%	33 10%	34 11%	15 10%	28 14%	67 11%	42 13%	111 11%
Morality/ Individual behaviour/ Lifestyle	71 7%	67 8%ch	3 6%	1 1%	22 7%c	21 9%cd	20 7%	17 7%	29 8%ch	5 4%	21 8%ch	16 12%ch	28 9%mp	29 9%mp	5 4%	8 4%	58 9%mp	14 4%	68 7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
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What do you see as the main/other important issues facing Britain today?
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	TOTAL	GOVERNMENT OFFICE REGION										TENURE						UNWTD TOTAL	
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UNWEIGHTED BASE	995	846	48	101	348	247	268	220	379	168	265	97	357	281	171	169	638	340	995
WEIGHTED BASE	985	852	50*	83*	320	237	310	260	355	132	267	135*	318	313	140	194	631	334	995
	100%	87%	5%*	8%*	32%	24%	32%	26%	36%	13%	27%	14%*	32%	32%	14%	20%	64%	34%	101%
National health service/Hospitals/Healthcare	251 25%	219 26%h	15 31%h	16 20%	69 22%	53 22%	89 29%h	74 28%	93 26%h	20 15%	63 23%h	43 32%dh	93 29%mn	89 28%mn	27 19%	34 17%	182 29%mn	61 18%	252 25%
Nationalisation/ Government control of institutions	24 2%	17 2%f	1 2%	6 7%aef	11 4%af	6 2%	2 1%	1 *	11 3%f	2 1%	7 2%	5 3%f	8 3%	11 3%	1 1%	3 1%	19 3%	4 1%	25 3%
Northern Ireland	2 *	2 *	-	-	2 1%	2 1%a	-	-	-	-	-	-	1 *	-	1 *	1 *	1 *	2 *	3 *
Nuclear weapons/ Nuclear war/ Disarmament	18 2%	12 1%	2 4%	4 5%afg	10 3%a	6 2%	4 1%	2 1%	4 1%	2 2%	4 2%	2 1%	3 1%	10 3%k	2 1%	4 2%	13 2%k	5 2%	17 2%
Pensions/Social security/Benefits	130 13%	116 14%cg	9 18%ch	5 6%	42 13%ch	36 15%ch	54 17%cg	45 17%	35 10%h	6 5%	25 9%h	18 13%h	49 15%	44 14%	13 9%	25 13%	93 15%	38 11%	127 13%
Petrol prices/Fuel	53 5%	45 5%	6 11%h	3 3%	18 6%	16 7%	17 5%	11 4%	18 5%	4 3%	14 5%h	10 7%	15 5%	28 9%kmp	3 2%	8 4%	43 7%kmp	10 3%	51 5%
Pollution/ Environment	56 6%	46 5%	6 12%def	4 5%	14 4%	10 4%	13 4%	7 3%	29 8%af	7 6%	22 8%ah	14 11%ade	15 5%	22 7%	6 5%	10 5%	38 6%	16 5%	52 5%
Population levels/ Overpopulation	65 7%	60 7%d	3 6%	2 2%	13 4%	11 4%	20 7%	17 7%	32 9%cde	7 6%	22 8%dh	15 11%cde	25 8%n	26 8%np	8 6%	5 3%	50 8%np	14 4%	69 7%
Pound/Exchange rate/Value of pound	12 1%	7 1%	3 5%ade	2 2%	2 1%	1 *	5 2%	2 1%	4 1%	3 3%aeg	3 1%	-	3 1%	6 2%	-	3 2%	8 1%	3 1%	11 1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
Overlap formulae used. * small base

Respondent type : GB Adults 18+
Fieldwork dates : 1st - 11th August 2014
Number of sample points : 181
Source : Ipsos MORI (JN Q218)

ISSUES INDEX (FINAL)

Table 6
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	995	846	48	101	348	247	268	220	379	168	265	97	357	281	171	169	638	340	995
WEIGHTED BASE	985	852	50*	83*	320	237	310	260	355	132	267	135*	318	313	140	194	631	334	995
100%		87%	5%*	8%*	32%	24%	32%	26%	36%	13%	27%	14%*	32%	32%	14%	20%	64%	34%	101%
Poverty/Inequality	130	103	7	19	52	33	34	27	44	18	31	13	37	44	20	28	82	48	134
	13%	12%	14%	23% ^{ad}	16% ^a	14%	11%	10%	12%	14%	12%	10%	12%	14%	14%	15%	13%	14%	13%
				efghi															
				j															
Privatisation	18	16	-	2	4	2	5	5	9	2	9	6	5	8	2	4	13	5	17
	2%	2%	-	3%	1%	1%	2%	2%	3%	2%	3%	5% ^e	1%	3%	1%	2%	2%	2%	2%
Public services in general	45	38	3	3	13	10	14	11	17	4	15	11	16	19	6	4	34	11	44
	5%	5%	7%	4%	4%	4%	5%	4%	5%	3%	6% ^h	8%	5%	6%	4%	2%	5%	3%	4%
Race relations/Immigration/Immigrants	374	333	21	20	123	103	140	119	111	28	81	53	133	123	54	59	256	113	386
	38%	39% ^{cg}	41% ^{ch}	24%	38% ^{ch}	43% ^{cd}	45% ^{ac}	46%	31% ^h	21%	30% ^h	39% ^{cg}	42% ^{np}	39%	38%	30%	41% ^{np}	34%	39%
		hi			ghi	ghi	ghi				hi	hi							
Scottish/Welsh assembly/Devolution/Constitutional reform	43	18	3	22	27	5	7	4	9	3	8	4	16	15	6	5	32	11	50
	4%	2%	5%	27% ^{abd}	9% ^{aef}	2%	2%	2%	3%	3%	3%	3%	5%	5%	4%	3%	5%	3%	5%
				efghij	ghi														
Taxation	59	53	3	4	19	15	15	13	25	10	18	8	8	30	4	16	38	20	56
	6%	6%	5%	5%	6%	6%	5%	5%	7%	7%	7%	6%	3%	10% ^{kmo}	3%	8% ^{km}	6% ^k	6% ^{km}	6%
Trade unions/Strikes	9	8	2	-	3	3	3	1	4	2	4	1	5	4	-	-	9	-	10
	1%	1%	4%	-	1%	1%	1%	*	1%	2%	1%	1%	2% ^p	1%	-	-	1% ^p	-	1%
Transport/Public transport	36	29	4	3	8	5	10	6	19	8	12	4	11	10	5	10	20	15	36
	4%	3%	9% ^{def}	4%	2%	2%	3%	2%	5% ^{ae}	6% ^{ade}	4%	3%	3%	3%	3%	5%	3%	4%	4%
										i									
Unemployment/Factory closure/Lack of industry	255	211	9	35	91	56	65	56	99	44	77	33	78	76	45	53	154	98	258
	26%	25%	17%	42% ^{ab}	28% ^{ef}	24%	21%	22%	28%	33% ^{ab}	29%	24%	25%	24%	32%	27%	24%	29%	26%
				defgi					efgi										

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j - k/l/m/n/o/p
Overlap formulae used. * small base
Respondent type : GB Adults 18+
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Number of sample points : 181
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ISSUES INDEX (FINAL)

Table 6
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION												TENURE						UNWTD TOTAL
	TOTAL	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH INCL. SCOT LAND (d)	NORTH EXCL. SCOT LAND (e)	MID LANDS INCL. WALES (f)	MID LANDS (g)	SOUTH INCL. GL (h)	GL (i)	SOUTH EAST INCL. GL (j)	SOUTH EAST EXCL. GL (k)	OWNED (l)	MORT GAGED (m)	REN TED COUNC IL/HA (n)	REN TED PRI VATE (o)	OWNED /MORT GAGED (p)	REN TED (NET) (q)	
UNWEIGHTED BASE	995	846	48	101	348	247	268	220	379	168	265	97	357	281	171	169	638	340	995
WEIGHTED BASE	985	852	50*	83*	320	237	310	260	355	132	267	135*	318	313	140	194	631	334	995
	100%	87%	5%*	8%*	32%	24%	32%	26%	36%	13%	27%	14%*	32%	32%	14%	20%	64%	34%	101%
Other	49	43	3	4	12	8	18	15	19	5	13	7	19	14	10	6	33	16	49
	5%	5%	5%	5%	4%	3%	6%	6%	5%	4%	5%	6%	6%	5%	7%	3%	5%	5%	5%
MEAN NUMBER OF MENTIONS	3.29	3.22	3.95a	3.54	3.22	3.11	3.21	3.07	3.41a	3.07	3.34h	3.60	3.33	3.64m	3.01	2.95	3.48m	2.97	3.27
			fh					h						np			np		
STANDARD ERROR	0.07	0.08	0.54	0.29	0.15	0.17	0.14	0.12	0.11	0.13	0.13	0.24	0.14	0.16	0.15	0.13	0.10	0.10	0.07
ERROR VARIANCE	0.01	0.01	0.29	0.08	0.02	0.03	0.02	0.01	0.01	0.02	0.02	0.06	0.02	0.02	0.02	0.02	0.01	0.01	0.01
Don't know	147	117	13	17	63	46	48	34	36	19	29	10	46	32	30	36	77	66	151
	15%	14%g	27%af	20%gi	20%ag	20%ag	15%	13%	10%	14%gi	11%	8%	14%	10%	21%lo	18%lo	12%	20%lo	15%
Personal finances (NET)	301	260	14	27	84	57	89	75	128	53	94	41	83	96	44	77	179	121	309
	31%	30%e	28%	33%	26%	24%	29%	29%	36%ad	40%ad	35%de	30%	26%	31%	31%	40%ko	28%	36%ko	31%
Median	2	2	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/ij - k/l/m/n/o/p
 Overlap formulae used. * small base

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 7
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	995	402	111	482	58	161	243	34	834	195	69	103	287	290	995
WEIGHTED BASE	985	416	114*	455	62*	158	235	32*	827	190	64*	104*	305	309	995
	100%	42%	12%*	46%	6%*	16%	24%	3%*	84%	19%	7%*	11%*	31%	31%	101%
Ageing population/ Social care for the elderly	85 9%	42 10%d	9 8%d	34 7%d	-	17 10%	15 6%	2 7%	69 8%	19 10%	4 6%	8 7%	40 13%	26 8%	85 9%
AIDS	6 1%	3 1%	1 1%	3 1%	-	2 2%	2 1%	-	4 *	2 1%	-	1 1%	4 1%	2 1%	7 1%
Animal welfare	18 2%	5 1%	1 1%	12 3%	3 4%	1 1%	6 2%	-	16 2%	1 1%	2 3%	2 2%	5 2%	3 1%	15 2%
Bird flu/Pandemic flu/Swine flu	6 1%	3 1%	1 1%	2 *	-	2 1%	1 *	-	4 *	2 1%	1 1%	-	5 2%	-	6 1%
Common Market/EU/ Europe/Euro/ Constitution	68 7%	22 5%	9 8%d	37 8%d	-	19 12%gi	12 5%	5 16%gi	49 6%	24 13%gi	5 8%	2 2%	27 9%l	10 3%	70 7%
Countryside/Rural life	14 1%	5 1%	2 1%	7 2%	-	2 1%	1 1%	-	11 1%	2 1%	1 1%	2 2%	6 2%	1 *	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	138 14%	62 15%	13 11%	63 14%	11 18%	17 11%	29 13%	3 10%	121 15%	20 11%	10 16%	13 12%	44 15%	44 14%	141 14%
Defence/Foreign affairs/ International terrorism	136 14%	59 14%	15 13%	62 14%	5 8%	32 21%gi	27 12%	4 13%	104 13%	36 19%gir	5 8%	13 13%	59 19%	45 15%	130 13%
Drug abuse	75 8%	29 7%	7 6%	39 9%	8 12%	12 7%	16 7%	1 4%	64 8%	13 7%	11 17%gi	5 5%	23 8%	29 9%	74 7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ISSUES INDEX (FINAL)

Table 7
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	995	402	111	482	58	161	243	34	834	195	69	103	287	290	995
WEIGHTED BASE	985	416	114*	455	62*	158	235	32*	827	190	64*	104*	305	309	995
	100%	42%	12%*	46%	6%*	16%	24%	3%*	84%	19%	7%*	11%*	31%	31%	101%
Economy/Economic situation	313	150	36	127	13	61	72	13	252	74	11	29	123	94	303
	32%	36%cd	32%	28%	21%	39%r	31%	40%r	30%r	39%ir	18%	28%	40%l	30%	30%
Education/Schools	137	69	19	49	3	26	38	6	111	33	10	7	62	58	138
	14%	16%cd	17%cd	11%	5%	17%	16%	20%	13%	17%	15%	6%	20%l	19%	14%
Foot and mouth outbreak/Farming crisis	6	1	-	5	-	2	1	-	4	2	-	-	1	2	5
	1%	*	-	1%	-	1%	*	-	*	1%	-	-	*	1%	1%
Housing	132	62	17	53	13	15	50	4	117	19	8	11	52	40	139
	13%	15%	15%	12%	21%cd	10%	21%fi	12%	14%	10%	13%	11%	17%	13%	14%
							j								
Inflation/Prices	109	46	11	52	5	14	34	4	95	17	3	12	26	38	115
	11%	11%	10%	11%	8%	9%	14%r	11%	12%	9%	4%	11%	9%	12%	12%
Local government/Council tax	37	12	3	22	6	7	9	-	29	7	1	5	16	7	38
	4%	3%	2%	5%	10%a	5%	4%	-	4%	4%	1%	5%	5%	2%	4%
Low pay/Minimum wage/Fair wages	109	60	9	41	9	11	29	5	98	16	8	13	36	36	111
	11%	14%cd	8%	9%	15%	7%	12%	17%	12%	8%	12%	12%	12%	12%	11%
Morality/Individual behaviour/Lifestyle	71	40	5	26	4	12	16	5	59	17	5	10	35	21	68
	7%	10%cd	5%	6%	6%	8%	7%	15%	7%	9%	8%	10%	12%	7%	7%
National health service/Hospitals/Healthcare	251	101	29	121	8	38	63	8	213	46	18	25	88	64	252
	25%	24%	25%	27%cd	13%	24%	27%	25%	26%	24%	28%	24%	29%	21%	25%
Nationalisation/Government control of institutions	24	14	-	10	1	5	7	-	19	5	1	1	16	5	25
	2%	3%	-	2%	1%	3%	3%	-	2%	3%	2%	1%	5%	1%	3%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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WEIGHTED BASE	985	416	114*	455	62*	158	235	32*	827	190	64*	104*	305	309	995
	100%	42%	12%*	46%	6%*	16%	24%	3%*	84%	19%	7%*	11%*	31%	31%	101%
Northern Ireland	2 *	-	-	2	-	2	-	-	1	2	-	-	1	1	3
		-	-	1%	-	1%i	-	-	*	1%i	-	-	*	*	*
Nuclear weapons/ Nuclear war/ Disarmament	18 2%	9	2	7	1	2	4	-	16	2	3	-	10	10	17
		2%	1%	2%	1%	1%	2%	-	2%	1%	4%	-	3%	3%	2%
Pensions/Social security/Benefits	130 13%	58	13	59	8	22	21	2	109	24	10	13	50	36	127
		14%	11%	13%	12%	14%	9%	7%	13%g	12%	15%	13%	16%	12%	13%
Petrol prices/Fuel	53 5%	33	7	14	-	8	17	1	45	9	7	3	30	22	51
		8%cd	6%	3%	-	5%	7%	2%	5%	5%	11%i	3%	10%l	7%	5%
Pollution/ Environment	56 6%	23	5	27	5	5	12	2	51	7	1	9	20	12	52
		6%	5%	6%	8%	3%	5%	7%	6%	4%	1%	9%	7%	4%	5%
Population levels/ Overpopulation	65 7%	33	7	25	1	17	14	1	47	18	3	6	23	18	69
		8%	7%	5%	1%	11%i	6%	4%	6%	10%i	5%	6%	8%	6%	7%
Pound/Exchange rate/Value of pound	12 1%	5	-	7	1	2	5	-	9	2	-	-	4	5	11
		1%	-	1%	1%	2%	2%	-	1%	1%	-	-	1%	2%	1%
Poverty/Inequality	130 13%	55	15	59	6	14	46	2	116	16	2	17	48	54	134
		13%	14%	13%	10%	9%	19%fij	7%	14%jr	8%	3%	16%	16%	17%	13%
Privatisation	18 2%	9	1	8	1	2	11	-	16	2	3	2	9	4	17
		2%	1%	2%	2%	1%	4%ij	-	2%	1%	4%	2%	3%	1%	2%
Public services in general	45 5%	25	3	17	4	7	12	2	38	9	1	3	19	15	44
		6%	2%	4%	6%	4%	5%	7%	5%	5%	1%	3%	6%	5%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
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UNWEIGHTED BASE	995	402	111	482	58	161	243	34	834	195	69	103	287	290	995
WEIGHTED BASE	985	416	114*	455	62*	158	235	32*	827	190	64*	104*	305	309	995
	100%	42%	12%*	46%	6%*	16%	24%	3%*	84%	19%	7%*	11%*	31%	31%	101%
Race relations/ Immigration/ Immigrants	374 38%	149 36%	42 37%	182 40% ^d	17 27%	89 57% ^{gh} ij	61 26%	11 33%	284 34% ^g	100 53% ^{gh} i	50 78% ^{fg} hij	34 33%	116 38%	103 33%	386 39%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	43 4%	18 4%	1 1%	24 5% ^b	1 2%	7 5%	17 7% ⁱ	1 3%	36 4%	8 4%	3 4%	4 4%	18 6%	6 2%	50 5%
Taxation	59 6%	29 7%	9 8%	21 5%	4 7%	10 6%	14 6%	- -	49 6%	10 5%	2 4%	1 1%	30 10% ^l	23 7%	56 6%
Trade unions/ Strikes	9 1%	5 1%	- -	4 1%	- -	5 3% ⁱ	1 1%	- -	4 1%	5 3% ⁱ	1 2%	- -	4 1%	- -	10 1%
Transport/Public transport	36 4%	20 5%	2 1%	15 3%	2 3%	8 5%	9 4%	2 7%	29 3%	10 5%	2 3%	4 4%	15 5%	10 3%	36 4%
Unemployment/ Factory closure/ Lack of industry	255 26%	117 28%	29 26%	109 24%	24 38% ^c	26 17%	80 34% ^{fi} jr	7 21%	228 28% ^{fj}	33 17%	11 17%	31 30%	89 29%	81 26%	258 26%
Other	49 5%	21 5%	7 6%	22 5%	3 5%	5 3%	12 5%	2 7% ^r	44 5%	7 4%	- -	7 6%	14 5%	9 3%	49 5%
MEAN NUMBER OF MENTIONS	3.29	3.48	3.07	3.16	2.84	3.44	3.40	3.02	3.26	3.37	3.26	3.07	3.92 ^l	3.18	3.27
STANDARD ERROR	0.07	0.12	0.15	0.11	0.23	0.22	0.16	0.23	0.08	0.19	0.24	0.20	0.19	0.12	0.07
ERROR VARIANCE	0.01	0.02	0.02	0.01	0.05	0.05	0.03	0.05	0.01	0.04	0.06	0.04	0.04	0.01	0.01

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 11th August 2014
 Number of sample points : 181
 Source : Ipsos MORI (JN Q218)

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

ISSUES INDEX (FINAL)

Table 7
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	WORKING STATUS				VOTING						INCOME		CHILD IN HH	UNWTD TOTAL
		FULL TIME (a)	PART TIME (b)	NOT WORKING (c)	UNEMPLOYED (d)	CONSERVATIVE (f)	LABOUR (g)	LIBERAL DEMOCRAT (h)	NOT CONSERVATIVE (i)	COALITION (j)	UKIP (r)	UP TO 9499 (l)	25000 PLUS (m)		
UNWEIGHTED BASE	995	402	111	482	58	161	243	34	834	195	69	103	287	290	995
WEIGHTED BASE	985	416	114*	455	62*	158	235	32*	827	190	64*	104*	305	309	995
	100%	42%	12%*	46%	6%*	16%	24%	3%*	84%	19%	7%*	11%*	31%	31%	101%
Don't know	147	56	19	72	12	14	34	3	133	18	6	25	26	49	151
	15%	13%	17%	16%	20%	9%	14%	10%	16% _{fj}	9%	10%	24% _{lm}	9%	16%	15%
Personal finances (NET)	301	143	31	126	18	33	87	10	268	43	14	34	97	108	309
	31%	34% _c	28%	28%	29%	21%	37% _{fj}	32%	32% _{fj}	23%	22%	33%	32%	35%	31%
Median	2	2	2	2	2	2	2	2	2	2	2	2	3	2	2

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - f/g/h/i/j/r - l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ipsos MORI

ISSUES INDEX (FINAL)

Table 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	995	303	252	141	386	130	138	320	498	169	863	123	164	337	109	276	84	139	995
WEIGHTED BASE	985	313	251	138	374	136	137	283	528	163	858	120	174	343	110*	248	75*	126	995
	100%	32%	25%	14%	38%	14%	14%	29%	54%	17%	87%	12%	18%	35%	11%*	25%	8%*	13%	101%
Ageing population/ Social care for the elderly	85 9%	28 9%	43 17%ad	23 17%ad	27 7%	14 10%	25 18%ad	11 4%	58 11%g	14 8%g	79 9%	7 5%	20 12%	25 7%	15 14%	20 8%	7 10%	13 10%	85 9%
AIDS	6 1%	2 1%	1 *	2 1%	2 *	1 1%	1 1%	2 1%	3 1%	1 1%	4 1%	1 1%	- -	3 1%	2 2%	3 1%	1 1%	1 1%	7 1%
Animal welfare	18 2%	5 2%	7 3%	6 5%ad	7 2%	3 2%	6 4%	1 *	13 2%g	4 3%g	18 2%	- -	1 1%	2 1%	- -	1 1%	- -	1 1%	15 2%
Bird flu/Pandemic flu/Swine flu	6 1%	4 1%	3 1%	1 1%	2 1%	2 2%	1 1%	- -	3 1%	3 2%g	6 1%	- -	2 1%	2 1%	1 1%	2 1%	1 1%	1 1%	6 1%
Common Market/EU/ Europe/Euro/ Constitution	68 7%	25 8%	23 9%	12 9%	29 8%	16 11%	14 10%	16 6%	38 7%	15 9%	63 7%	5 4%	8 4%	23 7%	21 19%qrs	14 5%	5 6%	8 7%	70 7%
Countryside/Rural life	14 1%	2 1%	4 2%	3 2%	5 1%	5 3%a	3 2%	- -	8 2%g	4 2%g	14 2%	- -	- -	7 2%	1 1%	2 1%	1 1%	1 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	138 14%	51 16%	50 20%	138 100%abd ef	59 16%	27 20%	37 27%ad	44 15%i	83 16%i	11 7%	123 14%	14 12%	27 15%	47 14%	16 15%	46 18%	15 20%	20 16%	141 14%
Defence/Foreign affairs/ International terrorism	136 14%	54 17%	38 15%	27 19%d	47 13%	136 100%abc df	25 18%	30 11%	79 15%	26 16%	127 15%k	9 7%	25 14%	46 14%	21 20%q	29 12%	8 11%	19 15%	130 13%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	995	303	252	141	386	130	138	320	498	169	863	123	164	337	109	276	84	139	995
WEIGHTED BASE	985	313	251	138	374	136	137	283	528	163	858	120	174	343	110*	248	75*	126	995
	100%	32%	25%	14%	38%	14%	14%	29%	54%	17%	87%	12%	18%	35%	11%*	25%	8%*	13%	101%
Drug abuse	75 8%	25 8%	29 11%	36 26%abdef	33 9%	11 8%	15 11%	24 9%i	46 9%i	5 3%	67 8%	8 7%	10 6%	25 7%	6 5%	26 11%r	3 4%	19 15%pqr	74 7%
Economy/Economic situation	313 32%	313 100%bcd	92 37%	51 37%	113 30%	54 40%cd	55 40%cd	81 28%	170 32%	55 34%	275 32%	35 29%	66 38%	121 35%	43 39%qs	67 27%	23 30%	33 27%	303 30%
Education/Schools	137 14%	55 17%	63 25%ad	37 26%ad	52 14%	25 18%	137 100%abcde	42 15%	71 13%	23 14%	118 14%	18 15%	34 20%	50 15%	27 24%qs	32 13%e	14 19%e	8 6%	138 14%
Foot and mouth outbreak/Farming crisis	6 1%	2 1%	3 1%	2 1%	2 1%	2 1%	2 1%	- -	4 1%	2 1%	5 1%	1 1%	- -	1 *	- -	1 *	- -	1 1%	5 1%
Housing	132 13%	46 15%	33 13%	27 19%e	51 14%	14 10%	27 20%be	50 18%i	67 13%	13 8%	111 13%	22 18%	32 19%	46 13%	17 15%	48 19%	10 13%	24 19%	139 14%
Inflation/Prices	109 11%	48 15%de	27 11%e	19 14%e	33 9%	6 4%	20 15%e	50 18%hi	47 9%	9 6%	75 9%	33 27%j	19 11%	38 11%	13 12%	34 14%	6 8%	15 12%	115 12%
Local government/Council tax	37 4%	17 6%	14 6%	13 9%cd	16 4%	6 4%	8 6%	10 4%	22 4%	4 2%	33 4%	4 3%	4 3%	11 3%	6 6%	9 4%	3 4%	4 3%	38 4%
Low pay/Minimum wage/Fair wages	109 11%	43 14%	28 11%	30 22%abd	35 9%	20 14%	20 15%	35 12%	61 12%	13 8%	97 11%	12 10%	25 14%	44 13%	7 6%	27 11%ef	4 5%	16 13%	111 11%
Morality/Individual behaviour/Lifestyle	71 7%	22 7%	22 9%	22 16%abdf	30 8%	15 11%	11 8%	16 6%	45 9%	8 5%	64 7%	6 5%	17 10%	28 8%	7 7%	18 7%	4 5%	13 11%	68 7%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	995	303	252	141	386	130	138	320	498	169	863	123	164	337	109	276	84	139	995
WEIGHTED BASE	985	313	251	138	374	136	137	283	528	163	858	120	174	343	110*	248	75*	126	995
	100%	32%	25%	14%	38%	14%	14%	29%	54%	17%	87%	12%	18%	35%	11%*	25%	8%*	13%	101%
National health service/Hospitals/Healthcare	251	92	251	50	104	38	63	53	140	56	236	14	55	72	31	59	22	32	252
	25%	29%	100% ^{acdef}	37% ^d	28%	28%	46% ^{ade}	19%	26% ^g	34% ^g	27% ^k	12%	32% ^m	21%	28%	24%	29%	26%	25%
Nationalisation/Government control of institutions	24	9	12	7	9	6	10	6	13	5	21	2	6	8	7	3	-	2	25
	2%	3%	5%	5%	2%	4%	8% ^{ad}	2%	2%	3%	2%	2%	3%	2%	7% ^{qr}	1%	-	2%	3%
Northern Ireland	2	1	1	1	1	1	1	-	2	-	1	1	-	-	-	1	-	1	3
	*	*	1%	1%	*	1%	1%	-	*	-	*	1%	-	-	-	*	-	1%	*
Nuclear weapons/Nuclear war/Disarmament	18	10	6	8	9	6	6	3	12	2	15	3	2	9	2	4	1	4	17
	2%	3%	3%	5%	2%	4%	4%	1%	2%	2%	2%	3%	1%	3%	2%	2%	1%	3%	2%
Pensions/Social security/Benefits	130	42	43	25	64	17	24	21	91	18	120	9	30	40	18	30	15	14	127
	13%	13%	17%	18%	17%	13%	17%	8%	17% ^g	11%	14%	8%	17%	12%	16%	12%	19% ^q	11%	13%
Petrol prices/Fuel	53	24	22	15	22	10	19	10	38	5	45	8	15	24	5	12	1	9	51
	5%	8%	9%	11% ^d	6%	7%	14% ^{ad}	4%	7% ^g	3%	5%	7%	9%	7%	5%	5%	1%	7%	5%
Pollution/Environment	56	27	22	12	19	12	12	12	35	8	49	6	7	21	8	12	3	5	52
	6%	9% ^d	9% ^d	9%	5%	9%	9%	4%	7%	5%	6%	5%	4%	6%	7%	5%	4%	4%	5%
Population levels/Overpopulation	65	23	25	15	37	11	11	22	33	9	62	3	13	26	8	18	4	10	69
	7%	7%	10%	11%	10%	8%	8%	8%	6%	5%	7%	2%	8%	8%	7%	7%	6%	8%	7%
Pound/Exchange rate/Value of pound	12	9	6	4	5	4	7	5	4	3	9	3	2	3	-	4	1	3	11
	1%	3%	2%	3%	1%	3%	5% ^d	2%	1%	2%	1%	2%	1%	1%	-	2%	1%	3%	1%

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ISSUES INDEX (FINAL)

Table 8
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	995	303	252	141	386	130	138	320	498	169	863	123	164	337	109	276	84	139	995
WEIGHTED BASE	985	313	251	138	374	136	137	283	528	163	858	120	174	343	110*	248	75*	126	995
	100%	32%	25%	14%	38%	14%	14%	29%	54%	17%	87%	12%	18%	35%	11%*	25%	8%*	13%	101%
Poverty/Inequality	130	41	39	25	38	16	21	44	65	19	109	19	27	40	25	34	10	20	134
	13%	13%	15% ^d	18% ^d	10%	12%	15%	16%	12%	12%	13%	16%	16%	12%	22% ^q	14%	13%	16%	13%
Privatisation	18	8	9	9	9	5	8	5	13	-	16	2	7	2	4	5	1	4	17
	2%	2%	4%	7% ^{ad}	2%	3%	6% ^{ad}	2%	2%	-	2%	1%	4% ^m	1%	4%	2%	1%	3%	2%
Public services in general	45	21	20	13	18	8	17	11	27	6	41	3	17	10	10	11	4	6	44
	5%	7%	8% ^d	10% ^d	5%	6%	12% ^{ad}	4%	5%	4%	5%	2%	10% ^m	3%	9%	4%	5%	5%	4%
Race relations/Immigration/Immigrants	374	113	104	59	374	47	52	93	217	61	351	22	60	129	39	110	42	57	386
	38%	36%	42%	43%	100% ^{abc}	35%	38%	33%	41% ^g	37%	41% ^k	18%	35%	38%	35%	44%	56% ^{pq}	46%	39%
Scottish/Welsh assembly/Devolution/Constitutional reform	43	20	15	6	14	12	9	6	22	12	43	-	5	14	10	13	2	9	50
	4%	6%	6%	4%	4%	9% ^d	7%	2%	4%	7% ^g	5% ^k	-	3%	4%	9%	5%	3%	7%	5%
Taxation	59	17	17	17	26	4	15	12	44	4	50	9	9	29	8	16	6	7	56
	6%	6%	7%	12% ^{abde}	7%	3%	11% ^{ae}	4%	8% ^{gi}	2%	6%	7%	5%	9%	7%	6%	8%	5%	6%
Trade unions/Strikes	9	5	2	2	6	3	4	2	6	1	9	-	2	3	5	2	-	2	10
	1%	2%	1%	1%	2%	2%	3%	1%	1%	1%	1%	-	1%	1%	4% ^q	1%	-	2%	1%
Transport/Public transport	36	14	12	11	13	6	10	9	18	9	33	2	10	10	4	11	3	3	36
	4%	4%	5%	8% ^d	3%	5%	7% ^d	3%	3%	6%	4%	2%	6%	3%	4%	4%	3%	3%	4%
Unemployment/Factory closure/Lack of industry	255	82	65	45	78	30	42	85	143	22	207	46	54	89	22	70	14	36	258
	26%	26%	26%	32% ^{de}	21%	22%	31% ^d	30% ⁱ	27% ⁱ	13%	24%	38% ^j	31%	26%	20%	28% ^{ft}	18%	29%	26%

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ISSUES INDEX (FINAL)

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What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	IMPORTANT ISSUES					AREA			ETHNIC		SECTOR WORKING IN		DAILY NEWSPAPER READERSHIP				UNWTD TOTAL	
		ECONOMY (a)	NHS/HOSPITALS (b)	CRIME (c)	IMMIGRATION/RACE RELATIONS (d)	DEFENCE (e)	SCHOOLS (f)	URBAN (g)	SUB-URBAN (h)	RURAL (i)	WHITE (j)	BME (k)	PUBLIC (l)	PRIVATE (m)	QUALITY (p)	POPULAR (q)	MID MKT PRESS (r)		RED TOP PRESS (s)
UNWEIGHTED BASE	995	303	252	141	386	130	138	320	498	169	863	123	164	337	109	276	84	139	995
WEIGHTED BASE	985	313	251	138	374	136	137	283	528	163	858	120	174	343	110*	248	75*	126	995
	100%	32%	25%	14%	38%	14%	14%	29%	54%	17%	87%	12%	18%	35%	11%*	25%	8%*	13%	101%
Other	49	11	11	3	12	7	9	9	30	8	39	7	17	10	7	11	2	5	49
	5%	4%	4%	2%	3%	5%	6%	3%	6%	5%	5%	6%	10% ^m	3%	7%	4%	2%	4%	5%
MEAN NUMBER OF MENTIONS	3.29	4.24	4.66 ^d	5.64 ^{ab} de	3.82	4.44	5.48 ^{ab} de	3.06	3.49 ^{gi}	2.96	3.33	3.01	3.76 ^m	3.24	3.89	3.41	3.26	3.57	3.27
STANDARD ERROR	0.07	0.19	0.22	0.34	0.15	0.35	0.36	0.10	0.13	0.11	0.08	0.17	0.22	0.11	0.27	0.18	0.22	0.30	0.07
ERROR VARIANCE	0.01	0.04	0.05	0.12	0.02	0.12	0.13	0.01	0.02	0.01	0.01	0.03	0.05	0.01	0.07	0.03	0.05	0.09	0.01
Don't know	147	17	5	2	29	5	5	45	74	27	120	26	23	51	9	39	11	21	151
	15%	5% ^b	2%	1%	8% ^{bc}	4%	3%	16%	14%	16%	14%	21% ^j	13%	15%	8%	16%	15%	17%	15%
Personal finances (NET)	301	102	79	60	92	36	47	103	157	38	249	50	62	110	36	79	16	43	309
	31%	33% ^d	31% ^d	44% ^{abd} e	25%	26%	34% ^d	36% ⁱ	30%	23%	29%	42% ^j	35%	32%	33%	32% ^r	21%	34% ^r	31%
Median	2	3	3	4	2	3	4	2	2	2	2	2	2	2	2	2	2	2	2

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i - j/k - l/m/n/o - p/q/r/s
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 9
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	995	113	161	173	134	239	175	995
WEIGHTED BASE	985	128	175	200	132	206	145	995
	100%	13%	18%	20%	13%	21%	15%	101%
Ageing population/ Social care for the elderly	85 9%	7 5%	8 4%	29 14%	5 4%	26 13%	11 7%	85 9%
AIDS	6 1%	- -	1 *	3 1%	1 1%	1 1%	- -	7 1%
Animal welfare	18 2%	2 1%	7 4%	1 1%	1 1%	4 2%	3 2%	15 2%
Bird flu/Pandemic flu/Swine flu	6 1%	- -	- -	2 1%	- -	2 1%	2 1%	6 1%
Common Market/EU/ Europe/Euro/ Constitution	68 7%	8 6%	2 1%	12 6%	4 3%	30 14%	13 9%	70 7%
Countryside/Rural life	14 1%	2 2%	4 2%	2 1%	- -	5 2%	1 1%	13 1%
Crime/Law & order/ Violence/ Vandalism/Anti- social (yob) behaviour	138 14%	14 11%	33 19%	25 13%	24 18%	22 11%	20 14%	141 14%
Defence/Foreign affairs/ International terrorism	136 14%	24 19%	19 11%	25 13%	12 9%	42 20%	14 10%	130 13%
Drug abuse	75 8%	3 3%	22 13%	14 7%	12 9%	12 6%	11 8%	74 7%
Economy/Economic situation	313 32%	43 33%	46 26%	83 41%	36 27%	76 37%	31 21%	303 30%
Education/Schools	137 14%	16 13%	21 12%	46 23%	22 17%	28 13%	5 4%	138 14%

Respondent type : GB Adults 18+
 Fieldwork dates : 1st - 11th August 2014
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Ipsos MORI

ISSUES INDEX (FINAL)

Table 9
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	AGE WITHIN SOCIAL GRADE						UNWTD TOTAL
		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	995	113	161	173	134	239	175	995
WEIGHTED BASE	985	128	175	200	132	206	145	995
	100%	13%	18%	20%	13%	21%	15%	101%
Foot and mouth outbreak/Farming crisis	6 1%	-	3	-	-	2	-	5 1%
Housing	132 13%	17 13%	25 14%	29 14%	17 13%	27 13%	17 12%	139 14%
Inflation/Prices	109 11%	12 9%	23 13%	19 10%	23 17%	21 10%	12 8%	115 12%
Local government/Council tax	37 4%	5 4%	9 5%	7 3%	3 2%	8 4%	5 3%	38 4%
Low pay/Minimum wage/Fair wages	109 11%	20 16%	24 14%	17 8%	20 15%	13 6%	15 10%	111 11%
Morality/Individual behaviour/Lifestyle	71 7%	3 2%	7 4%	26 13%	13 10%	15 7%	8 5%	68 7%
National health service/Hospitals/Healthcare	251 25%	26 20%	28 16%	52 26%	35 27%	69 33%	40 28%	252 25%
Nationalisation/Government control of institutions	24 2%	5 4%	3 2%	6 3%	2 2%	4 2%	4 3%	25 3%
Northern Ireland	2 *	-	1 1%	-	-	1 *	1 *	3 *
Nuclear weapons/Nuclear war/Disarmament	18 2%	6 5%	3 2%	2 1%	4 3%	3 1%	-	17 2%
Pensions/Social security/Benefits	130 13%	24 19%	15 9%	25 12%	15 12%	25 12%	26 18%	127 13%
Petrol prices/Fuel	53 5%	8 7%	9 5%	17 8%	8 6%	5 2%	6 4%	51 5%

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UNWEIGHTED BASE	995	113	161	173	134	239	175	995
WEIGHTED BASE	985	128	175	200	132	206	145	995
	100%	13%	18%	20%	13%	21%	15%	101%
Pollution/ Environment	56 6%	14 11%	8 4%	13 7%	6 4%	11 5%	5 3%	52 5%
Population levels/ Overpopulation	65 7%	3 2%	6 3%	18 9%	10 8%	19 9%	8 5%	69 7%
Pound/Exchange rate/Value of pound	12 1%	4 3%	- -	3 1%	3 2%	2 1%	1 1%	11 1%
Poverty/Inequality	130 13%	22 17%	21 12%	24 12%	19 15%	32 15%	12 8%	134 13%
Privatisation	18 2%	5 4%	5 3%	2 1%	1 1%	2 1%	3 2%	17 2%
Public services in general	45 5%	5 4%	5 3%	14 7%	5 4%	12 6%	3 2%	44 4%
Race relations/ Immigration/ Immigrants	374 38%	38 29%	55 31%	80 40%	40 31%	96 46%	65 45%	386 39%
Scottish/Welsh assembly/ Devolution/ Constitutional reform	43 4%	4 3%	2 1%	5 2%	7 5%	18 9%	8 5%	50 5%
Taxation	59 6%	12 10%	13 7%	17 9%	5 3%	5 3%	7 5%	56 6%
Trade unions/ Strikes	9 1%	1 1%	1 1%	3 1%	- -	2 1%	3 2%	10 1%
Transport/Public transport	36 4%	6 4%	7 4%	9 5%	3 3%	7 3%	4 3%	36 4%
Unemployment/ Factory closure/ Lack of industry	255 26%	30 23%	58 33%	60 30%	43 33%	44 21%	19 13%	258 26%

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ISSUES INDEX (FINAL)

Table 9
Q.PL01/02
What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

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		18-34 ABC1	18-34 C2DE	35-54 ABC1	35-54 C2DE	55+ ABC1	55+ C2DE	
UNWEIGHTED BASE	995	113	161	173	134	239	175	995
WEIGHTED BASE	985	128	175	200	132	206	145	995
	100%	13%	18%	20%	13%	21%	15%	101%
Other	49	4	7	11	5	15	7	49
	5%	3%	4%	6%	4%	7%	5%	5%
MEAN NUMBER OF MENTIONS	3.29	3.25	3.07	3.58	3.24	3.50	2.91	3.27
STANDARD ERROR	0.07	0.24	0.18	0.18	0.18	0.18	0.14	0.07
ERROR VARIANCE	0.01	0.06	0.03	0.03	0.03	0.03	0.02	0.01
Don't know	147	25	36	16	23	16	31	151
	15%	19%	21%	8%	17%	8%	22%	15%
Personal finances (NET)	301	48	59	53	55	51	35	309
	31%	38%	34%	26%	42%	25%	24%	31%
Median	2	2	2	2	2	2	2	2

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	Page	Table	Title	Base Description	Base
●	1	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	2	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	3	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	4	1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	5	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	6	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	7	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	8	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	9	2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	10	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	11	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995

	Page	Table	Title	Base Description	Base
●	12	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	13	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
	14	3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	15	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	16	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	17	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	18	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	19	4	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	20	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	21	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	22	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995

	Page	Table	Title	Base Description	Base
●	23	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
	24	5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	25	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	26	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	27	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	28	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	29	6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	30	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	31	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	32	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	33	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995

	Page	Table	Title	Base Description	Base
●	34	7	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	35	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	36	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	37	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	38	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
●	39	8	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
	40	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
	41	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
	42	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995
	43	9	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+	995